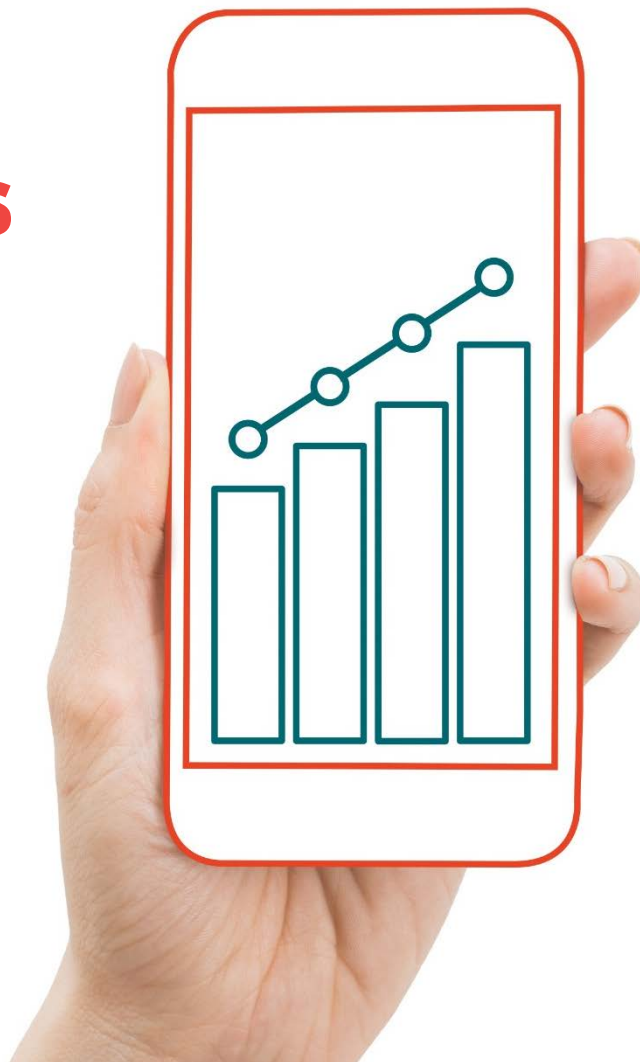


Annual results presentation



Key highlights Toby van der Meer	3
Group financials Richard Hoskins	6
Looking ahead Toby van der Meer	14
Q&A	19

1 Growth whilst maintaining underwriting discipline

- Policy count up 2.5% to 2.71m, in a competitive market
- Average written premiums up 1.2%, and ahead of market
- Calendar year loss ratio of 75.0%, at the bottom of our target range
- Adjusted operating profit of £190.6m, up 4% or broadly flat excluding the impact of prior year VAT refund and Q1 weather events

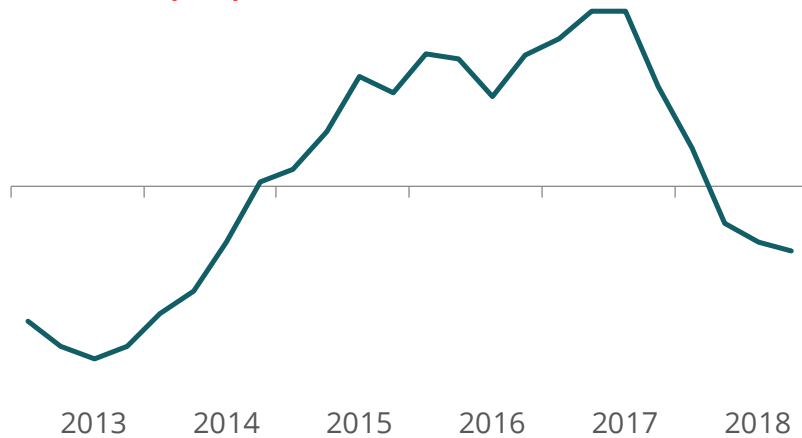
2 Strong cash generation and capital position

- Strong Group cash generation and pre-dividend Solvency II capital ratio of 194%
- Reinsurance programme successfully renewed on similar terms
- £250m fixed rate bond issued with investment grade credit rating
- A total dividend of 13.5 pence per share, a 7% increase on 2017
- Increased ordinary dividend payout ratio guidance to 65-75%

3 Continued delivery of enhanced capability

- Guidewire programme complete, providing a scalable platform for future growth
- Major milestones delivered for customer digitalisation, including mobile app launch, online self-serve functionality and digital claims notification and tracking
- Highest ever colleague engagement score and appointment of CFO and COO

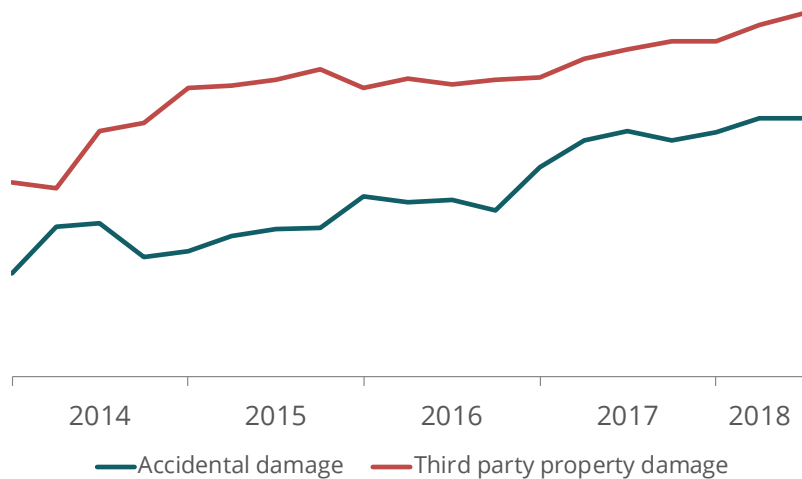
Market average written premium inflation, net of IPT (ABI)



Premiums

- Market premium reductions throughout 2018, down from 2017 highs
- Hastings average written premiums 1% higher than 2017, with underwriting discipline maintained

Market average cost per claim (ABI)



Claims

- Stable frequencies
- Increased cost per claim primarily driven by higher repair and third party costs (credit hire)
- Hastings trends consistent with the market

	2018	2017	IPO (Oct 2015)
Calendar year loss ratio of 75-79%	75.0%	73.0%	75.4% (FY 2015)
Over 3m customers during 2019, but not at the expense of profitability	2.7m	2.6m	2.0m
Net debt leverage multiple of around 1.0x during 2019		1.4x	2.0x
Dividend payout ratio of 50-60%	58.8%	55.5%	



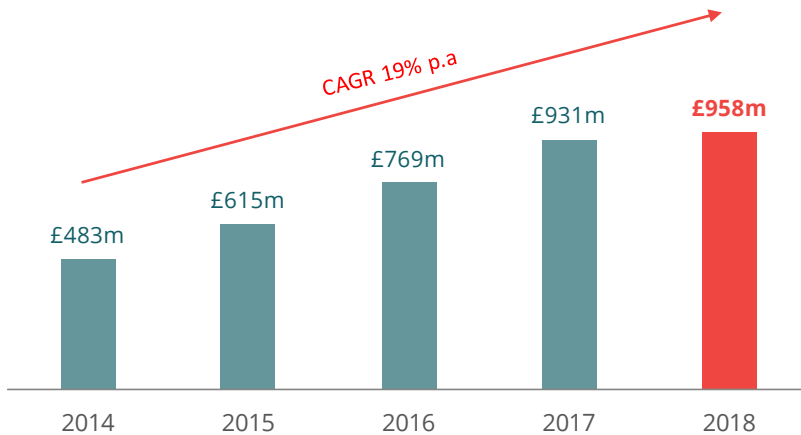
Group financials

Richard Hoskins

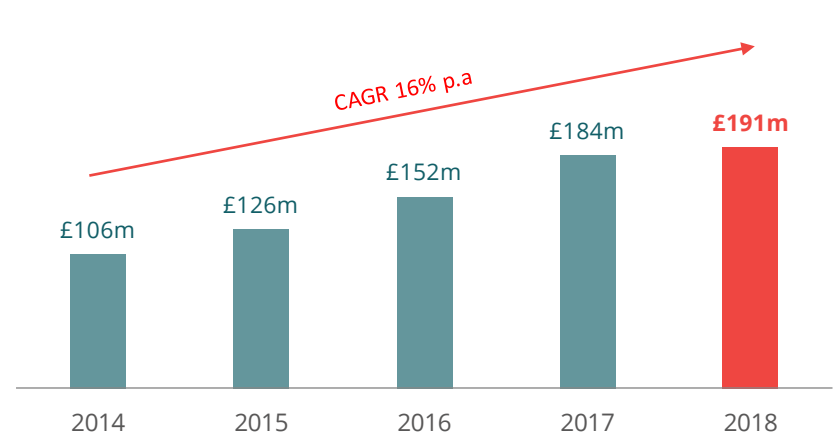
Strong track record

- A long track record of continued growth, capital strength and returns to shareholders

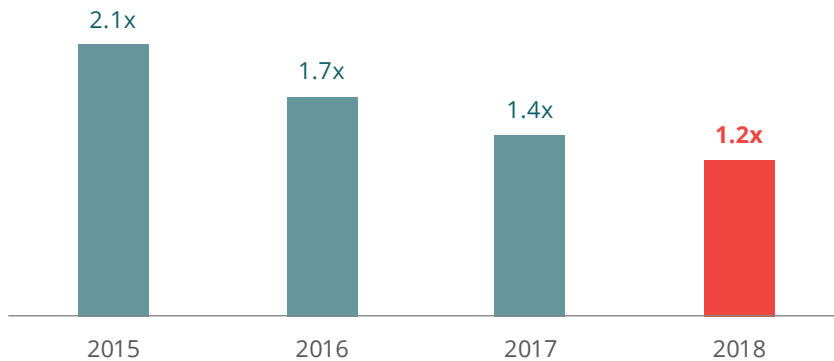
Gross written premiums



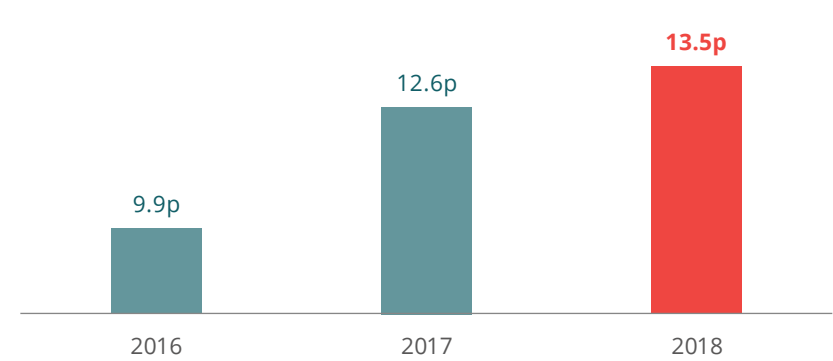
Adjusted operating profit



Net debt leverage



Dividend per share



£'m	2018	2017	
Net earned premiums	440.7	410.1	7%
Retail income	273.4	261.7	4%
Reinsurance and investment income	42.3	43.8	
Net revenue	756.4	715.6	6%
Net insurance claims	(330.6)	(299.5)	} 8%
Acquisition costs	(74.6)	(64.9)	
Other operating expenses	(175.2)	(167.1)	
VAT refund in respect of prior periods	14.6	-	
Adjusted operating profit	190.6	184.1	4%
Net income	148.5	144.6	3%
Profit after tax	130.6	126.7	3%
Adjusted EPS	22.6p	22.0p	3%

Solid profitability in 2018

Net earned premiums

Up 7% reflecting policy growth and higher average written premium earning through

Retail income

Up 4% driven by increased policy count

Operating expenses

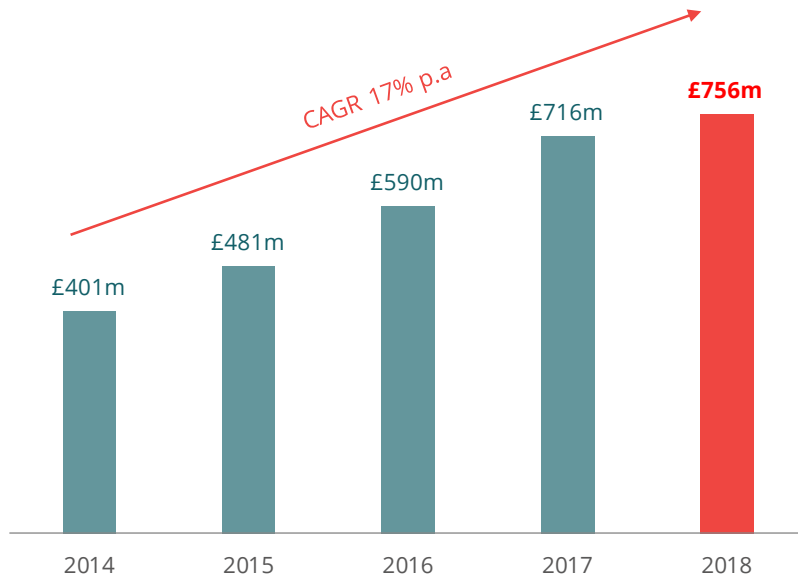
Slow down in expense growth, reflecting strong expense discipline despite continued investment for the future

Adjusted operating profit

Up 4%, or broadly flat excluding the impact of prior year VAT refund and Q1 weather events

Profit after tax

Up 3%, reflecting solid operating performance



Continued net revenue growth

Net earned premiums

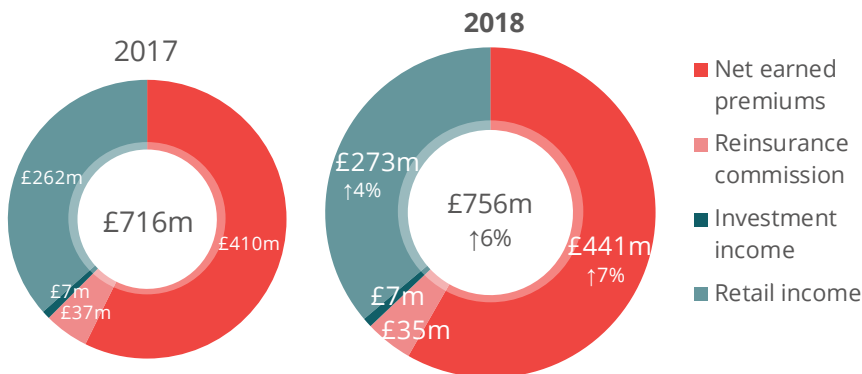
Net earned premiums growth driven by increased policy count and 2017 written premium inflation earning through, with average gross motor earned premium up 3%

Retail revenue

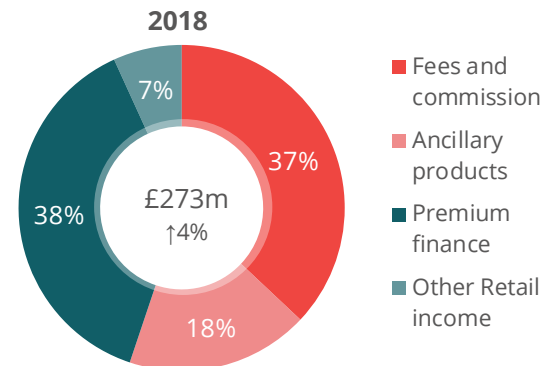
Retail revenue growing broadly in line with policy count

Diversified retail revenue streams

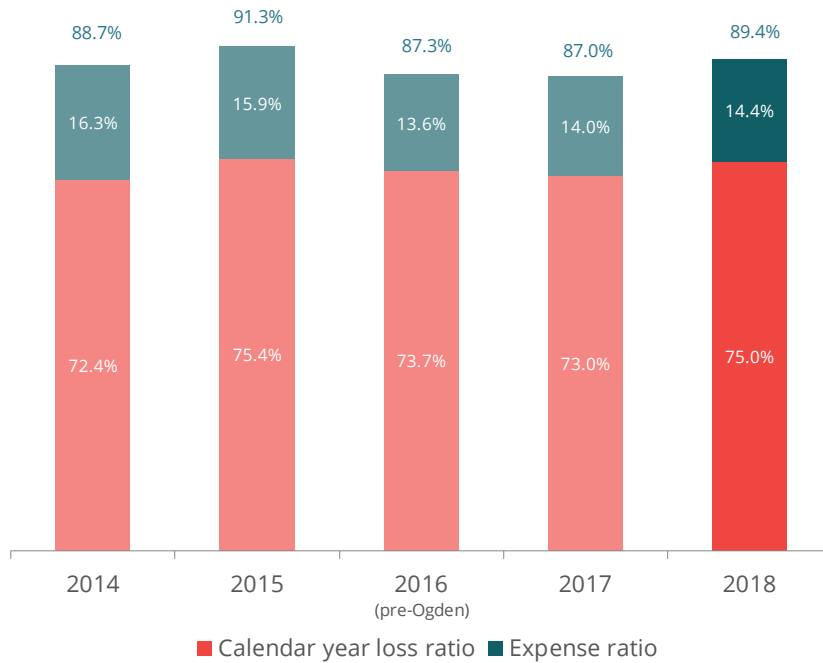
Net revenue breakdown



Retail revenue breakdown



Combined operating ratio



Consistent and strong combined operating ratio

Accident year loss ratio

Accident year loss ratio increased to 76.1% (2017: 73.8%), or 75.3% excluding the impact of Q1 weather, with claims inflation ahead of earned premium inflation

Expense ratio

Expense ratio marginally up from prior year due to increased underwriting levies

Inflation

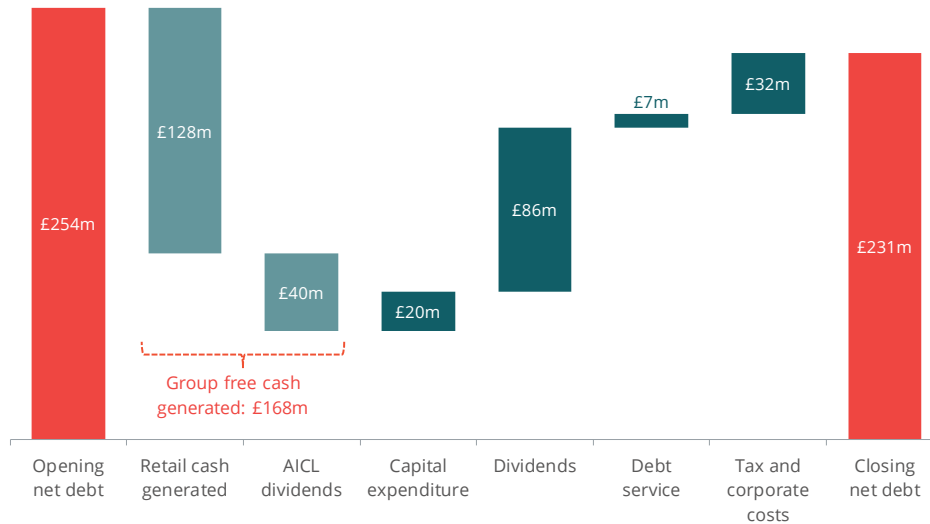
Earned premium inflation of 3% and claims inflation of 5% excluding the impact of Q1 weather

Calendar year loss ratio

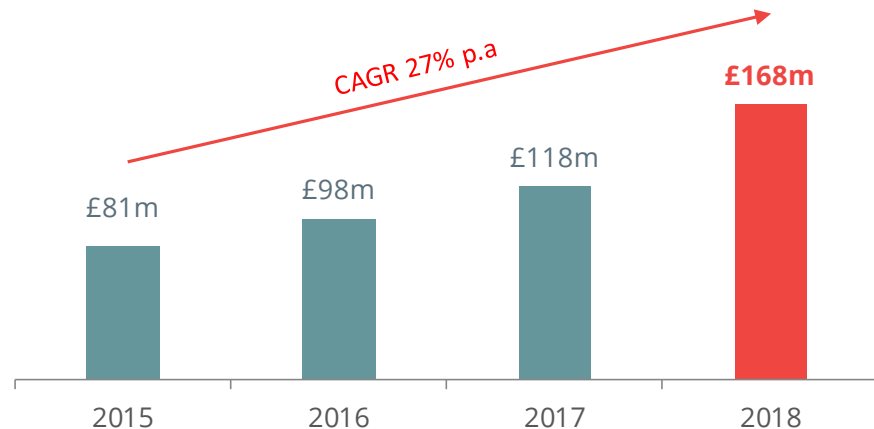
	2017	2018
Accident year loss ratio (excl. weather)	73.8%	75.3%
Weather impact	-	0.8%
Accident year loss ratio	73.8%	76.1%
Prior year development	(0.8)%	(1.1)%
Calendar year loss ratio	73.0%	75.0%

Premium & claims inflation

	2017	2018
Written premium inflation	7%	1%
Earned premium inflation	7%	3%
Claims inflation	5%	6%



Group free cash generated



Target capital structure delivered

Debt facility

Issued £250m unsecured fixed rate investment grade bond, used to repay the revolving credit facility

Group free cash

Strong Group cash generation of £168m, 42% higher than prior year (2017: £118m), supported by £40m Advantage dividend

Capital expenditure

Capex of £20m primarily driven by investment in technology, including data, digital and Guidewire

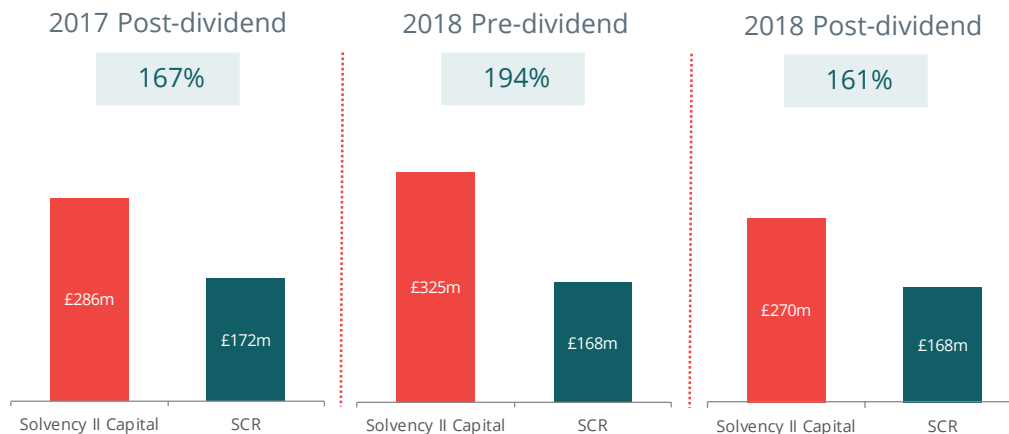
Dividend

8.5p per share final 2017 and 4.5p interim 2018 dividend paid

Net debt leverage multiple

Net debt leverage multiple of 1.2x, or 0.9x including Advantage 2018 final dividend

Solvency II coverage



Strong Advantage capital position

Solvency II

Solvency II coverage ratio of 161%, post a £55m Advantage dividend (194% pre-dividend)

All Solvency II Own Funds comprise Tier 1 capital

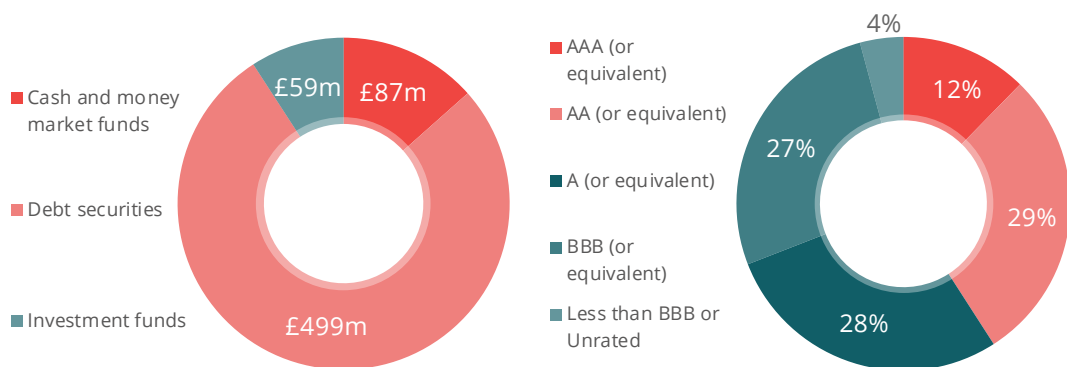
Reinsurance contracts

2019 reinsurance arrangements successfully renewed on a basis consistent with 2018

Investment portfolio

Strongly rated investment portfolio with overall A+ credit rating of debt securities, consistent with 2017

Advantage investment portfolio







Looking ahead

Toby van der Meer

We operate in large markets...

...with favourable dynamics,
creating opportunities for focused,
nimble players



Size of market

32m

21m

Current market
PCW penetration

73% ↑

56% ↑

Our policies

2.3m

0.2m

- Consumer switching focus
- Ongoing price comparison websites growth
- Technological change, including digital, pricing and claims
- Welcome regulatory changes including whiplash reform and pricing practices



A differentiated business model

- Strategically focused
- Small team, colleague-centric culture
- Built for the way consumers buy their insurance
- Underwriting discipline (and separation from Retail)
- Low cost, efficient operating model



Clear on where we want to be the best – with new investment

- Next generation technology – digital focus
- Market leading pricing and anti-fraud
- Transformation of claims management
- Longer and deeper customer relationships



Targeting substantially and sustainably larger scale

- One of the market leaders by 2023
- Significantly larger policy count, strong margins and low cost
- Further diversification beyond car insurance
- Straightforward for customers

Underpinned by
Strong capital position + high returns to shareholders

Become the

Best and biggest digital insurance provider

Technology & digital



- Guidewire programme completed with car and home live
- Increasing uptake of MyAccount functionality
- Mobile app live
- New live chat service

Pricing & Analytics



- Significant new data sources live in our pricing models
- Embedded our next generation analytics platform
- New anti-fraud platform and enhanced digital fraud prevention
- Home enhancements including new panel and Advantage underwriting

Claims transformation



- Tender of repair contract in final stages
- Increased use of data and technology, including digital claims notification and tracking
- Vehicle technology

Colleagues



- Highest ever colleague engagement score and reduced attrition
- Diversity initiatives including 30% Club
- New CFO and COO

-
- ① Disciplined approach to trading during 2018, delivering a solid set of results, growth in LCP, and increased dividends
 - ② Focus on pricing discipline continues into 2019
 - ③ A clear plan supported by new investments with good progress made to date
 - ④ Strong capital position with increased dividend payout ratio target of 65–75%



Q&A



Appendix

Adjusted operating profit to profit after tax

£'m	2018	2017
Adjusted operating profit	190.6	184.1
Operational amortisation and depreciation	(7.5)	(5.5)
Finance costs	(8.5)	(7.8)
Underlying profit before tax	174.6	170.8
Underlying taxation expense	(26.1)	(26.2)
Net income	148.5	144.6
Non-operational amortisation and other fair value adjustments	(21.7)	(21.8)
Tax effect of the above adjusting items	3.8	3.9
Profit after tax	130.6	126.7

£'m	2018	2017
Assets		
Goodwill	470.0	470.0
Intangible assets	80.5	87.4
Property and equipment	22.7	14.2
Deferred income tax asset	6.6	6.6
Reinsurance assets	1,212.1	1,087.7
Deferred acquisition costs	34.5	31.1
Prepayments	7.6	5.3
Insurance and other receivables	444.7	421.0
Financial assets at fair value	558.0	539.6
Cash and cash equivalents	146.0	154.6
Total assets	2,982.7	2,817.5
Liabilities		
Loans and borrowings	244.3	272.0
Insurance contract liabilities	1,820.8	1,665.6
Insurance and other payables	243.4	239.8
Deferred income tax liability	8.5	16.0
Current tax liabilities	14.7	11.2
Total liabilities	2,331.7	2,204.6
Total equity	651.0	612.9
Total equity and liabilities	2,982.7	2,817.5

Return on capital employed

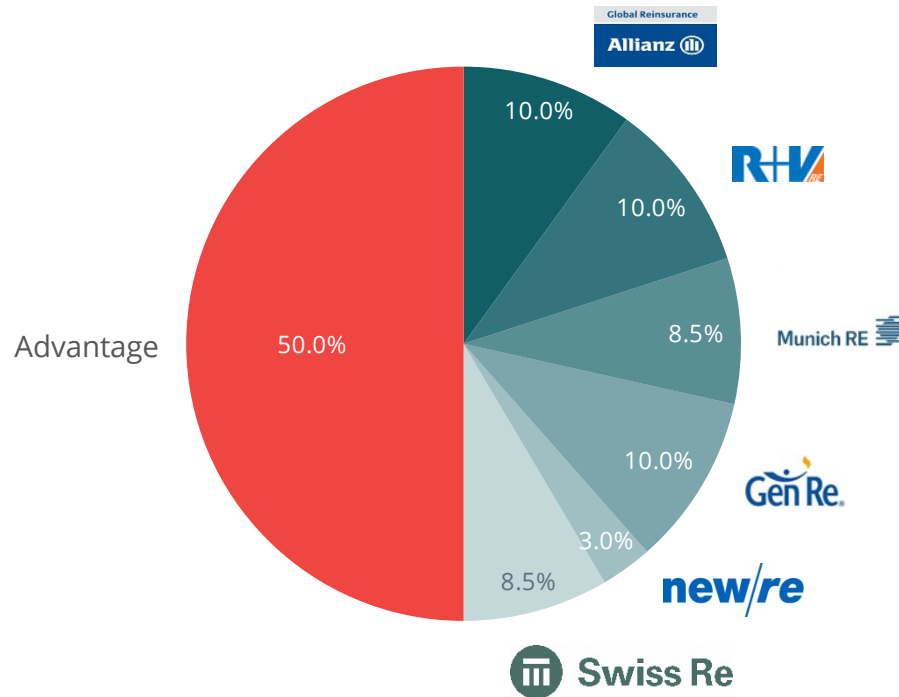
£'m	2018	2017
Advantage deployed capital ¹	293.6	255.0
Retail deployed capital ²	40.7	34.2
Corporate free cash ³	4.0	4.8
Capital employed	338.3	294.0
Net income	148.5	144.6
Return on capital employed	43.9%	49.2%

1 Advantage deployed capital represents the average of Advantage Insurance Company Limited net assets during each period

2 Retail deployed capital represents the average of Hastings Insurance Services Limited total capital resources, being net tangible assets

3 Corporate free cash represents the average cash held during the period in the Group's corporate entities

Quota share (QS) reinsurance programme (2019)



Capital efficient reinsurance programme

QS contracts

All contracts placed on a continuous basis

Reinsurer margins on 2019 programme broadly maintained providing stability in overall cost of QS

Continued incremental reduction in risk transfer point versus the 2018 programme

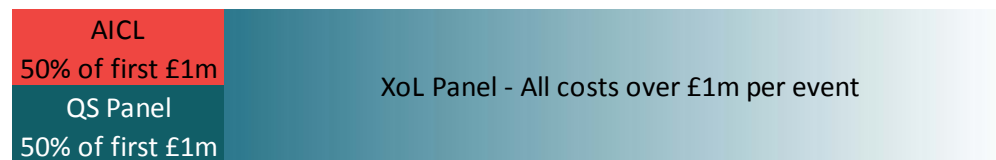
Well diversified, high quality reinsurance panel, all rated AA- or above

XoL

Unlimited XoL cover on a traditional programme basis

Maintained at historic levels, fully covering losses exceeding £1m per event

Excess of Loss (XoL) reinsurance programme (2019)



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